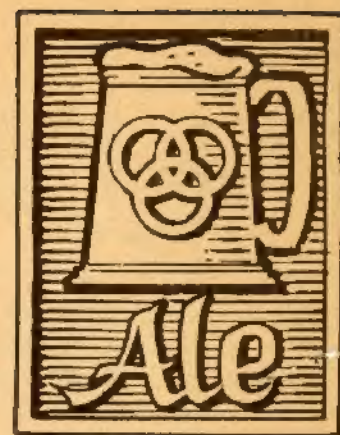




Three Rings

THE BALLANTINE NEWSPAPER



Vol. 8, No. 10

P. BALLANTINE & SONS

December 1964

C. S. Badenhausen Named Assistant To President

J. J. Soughan Appointed Vice President-Marketing



Carl S. Badenhausen



John J. Soughan

President John E. Farrell has announced the appointment of Carl S. Badenhausen to the newly created post of Vice President-Assistant to the President.

At the same time, Mr. Farrell announced that John J. Soughan, formerly Vice President in charge of all marketing services at Pepsi-Cola Company, has joined Ballantine as Vice President-Marketing, the position previously held by Mr. Badenhausen. Mr. Soughan brings to Ballantine extensive experience in all fields of marketing, packaging and new product introduction. As Vice President for Marketing he will be responsible for the activities of the sales, advertising, public relations, marketing planning and research and marketing personnel departments.

Mr. Badenhausen, who has been affiliated with Ballantine in various positions for the past 18 years, will now assume additional responsibilities

in the overall management of the company as assistant to Mr. Farrell.

Mr. Badenhausen was graduated from Cornell University with a degree in mechanical engineering. During World War II, he served with the Army in Africa and Italy. His many civic activities include the Boys' Club of Newark, of which he is a trustee; the Hospital and Health Council of Newark; United Appeals-Welfare Federation and the Harding Township (N.J.) Civic Association. He is a resident of New Vernon, N.J. and a member of the Sales Executive Clubs of Northern New Jersey and New York; Cornell Fund Council; Jr. Hotelmen of America and the Cornell University Council.

Christmas Turkeys To Be Distributed Dec. 21 & 22

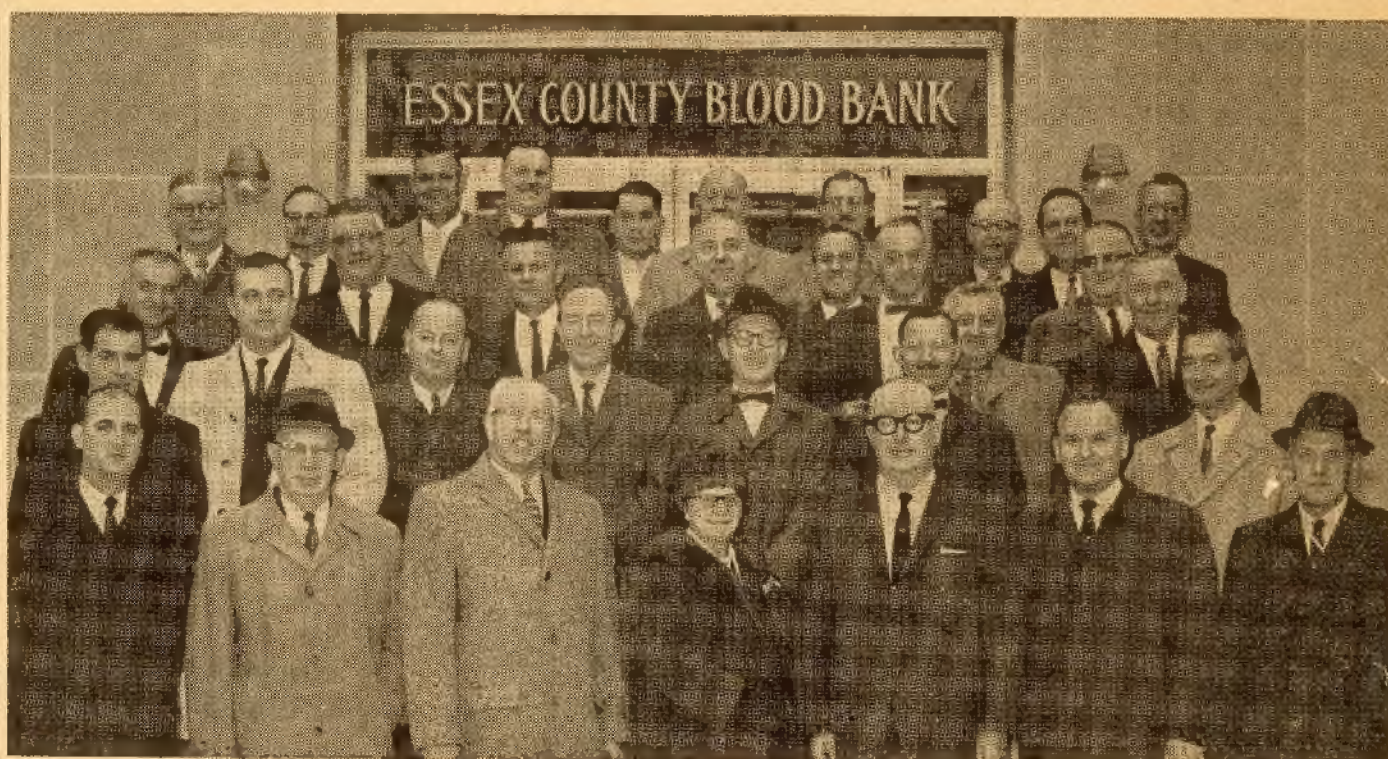
Plump, delicious Christmas turkeys, management's holiday gift to employees, will be distributed here at the Brewery starting Monday, December 21.

The mouth-watering gobblers were specially-raised to provide a tasty treat for the holiday table.

In the years that the traditional turkeys have been given out near Christmas time, more than a million pounds of the festive bird have found their way into the homes of employees.

The distribution this year will be in the usual spot, the Freeman Street entrance to the Garage. The hours will run from 1:30 p.m. on the 21st to 5:00 p.m., Tuesday, December 22. Santa Claus will be on hand during the daytime hours to greet the kids.

Before you can pick up your turkey you'll have to present your "official receipt" pay envelope which you'll receive in the next few days. Loss of the envelope should be reported to the Personnel Division immediately.



Mayor James W. Kelly, Jr. of East Orange, front row, third from right, joins Ballantine honorees and representatives for picture on steps of the Memorial Center building.

Luncheon For Top Blood Bank Donors Held In Ballantine Memorial Center

The Ballantine Memorial Center Essex County Blood Bank Building in East Orange was the scene last week of ceremonies welcoming fifty-five Ballantine employees into the one, two and three-gallon donor clubs.

The top honorees were Transportation's Ruth "Woody" Woodward and Engineering's Andy Knapp, who received pins designating their entry into the three-gallon club. Twenty-four other employees joined the two-gallon club and twenty-nine received pins for reaching the one-gallon donor mark.

James W. Kelly, Jr., Mayor of East Orange; Dr. H. L. Goodman, Essex County Blood Bank Medical Director; Robert C. Kammerer, Blood Bank Manager; Dr. Olga Haller, Vice President of the Essex

County Blood Bank; and Ballantine President John E. Farrell, were among the dignitaries who praised and congratulated the fifty-five honorees.

A special guest of honor at the

luncheon was nine-year-old Claude Vallillo, Jr. of Irvington. Claude earlier this year underwent open heart surgery and during the operation needed fifteen pints of blood

(Continued on Page 4, Col. 1)

Living Memorial

The Ballantine Memorial Center Essex County Blood Bank building is dedicated to the cherished memory of twenty Ballantine men who gave their lives in the service of their country in World War II. Funds for the land and building were provided by Ballantine.

The building was dedicated in 1961. At the dedication, Chairman of the Board Carl W. Badenhausen said, "There is more than steel and concrete and marble in this building. There is the heartfelt wish on the part of all of us at Ballantine to perpetuate the memory of our twenty hero dead of World War II."

He added, "We could have put up a plaque at the brewery. We could have built a monument. We could have done many cold, impersonal things. But I have long had the hope that there would be a living memorial to those who made the supreme sacrifice."



President John E. Farrell, right, Ruth Woodward and Andy Knapp, are shown with nine-year-old Claude Vallillo, Jr. The youngster underwent open heart surgery earlier this year and was the recipient of 15 pints of blood donated by Ballantine employees.

PINPOINTED...

Up The Ladder

Frank Bruno, Jr. from addressograph machine operator, Credit, to inventory clerk, Production, Planning and Control.
 Ethel Campbell from typist clerk to distributor order clerk, Production, Planning and Control.
 Howard Hauck, from clerk, Sales, to junior programmer, Accounting.
 Joseph Dula from accounting clerk to senior accounting clerk, Accounting.
 George Haneke from accounting clerk to senior accounting clerk, Accounting.
 Margaret Matthiack from clerk to secretary, Accounting.
 Margaret Shanley from secretary to senior tax clerk, Accounting.
 Richard K. Boettjer from merchandising representative to district sales representative, Metro New York Division.
 Michael Martini from relief salesman to Bottle salesman, New York City Sales.
 Walter Whalen from clerk, Personnel, to junior programmer, Accounting.

New Retirees

Sixteen members of the Quarter Century Club were among thirty Ballantine men who retired in recent weeks . . . The 25 year club men are Warehousing's Frank Sittel, Herbert Mertz, Walter P. Severs, Thomas J. Waters, and Julius P. Lutz; Delivery's Erich A. Heimbrecht, Frank Vogel, John A. Ostroman, James E. Eckert, John A. Ford and Ernest J. Meyer; Bottling's Alfred P. Bolten and William Armbruster; Brewing's John Eichner and William Hanafin and Garage's Eugene J. Geiger . . . our other new retirees are: Bottling's Daniel Tortoriello, John H. McDonald, Benjamin Kuprin, Frank Nessine and Joseph J. Dorst; Garage's Joseph A. Marra and Michael A. Vojnik; Engineering's Mauro Raccuglia, John K. Davenport and Giuseppe S. Barbato; Delivery's Charles Soldo and Charles H. Lambrecht and Warehousing's Anthony J. Baumgartner and John H. Leonard.

Antique Auto Club Post

New York City Sales' John G. Linhardt has been elected to the board of directors of the Greater New York Region of the Antique Automobile Club of America . . . the organization is the country's oldest and largest automotive historical society with over 16,000 members.

President of ROTC Chorus

Bob Schaefer, son of Sales Promotion's Jim Schaefer, has been elected president of the Air Force ROTC Cadet Chorus at Rutgers University in New Brunswick . . . Bob, a senior at Rutgers, is a 1st Lieutenant in the ROTC . . . he is a charter member of the chorus and is also vice president of the Rutgers' Ledge Council and the Newman Club.

Takes Part In Olympics

Jules Paulin, a member of one of Ballantine's Sales Tactical Squads, was in Tokyo to take part in the recent Olympic Games . . . Jules was part of the American Karate team and finished second in the competition . . . he is the defending East Coast Karate Champion and finished fifth earlier this year in the National Championships . . . though actual Karate competition did take place in this year's Olympics, karate itself will not be an official Olympic sport until the 1968 games in Mexico . . . the teams at this year's Olympics gave a preview of what's to come . . . another Ballantine man, Engineering's Bill Hoelle, accompanied the U.S. Olympics Soccer team to Tokyo . . . Bill is a former soccer player with the Newark Sports Club . . . he has been active as a player and a coach for many years.

Re-Elected Mayor

Purchasing's Fred Messina has been re-elected Mayor of Shrewsbury for a two-year term . . . He is a former president of that community's Board of Education . . . Among his many other community activities, Fred is president of the board of the Louise D. Shugard Shelter and Day Nursery in Newark.

Basketball Star

Bottling Supervisor Walter Dotegowski's son, Walter Jr., is attending Alliance College in Cambridge Springs, Pennsylvania on an athletic scholarship . . . a former basketball star at Carteret High School, Walter's ambition is to be a good teacher, and the best basketball player around . . . He is six feet, three and a half inches tall—and still growing.

Wins Title

Dave Zambri, son-in-law of Delivery's Joe Schaefer, won the New Jersey Assistant Pro Golf Championship recently . . . Dave is assistant pro at Cedar Hill and has a number of other impressive golfing achievements to his credit.

Special Hours For Three Ring Shop

The Three Ring Shop will be open four days during Christmas week . . . On Monday, December 21, Tuesday, the 22nd, and Wednesday, the 23rd the hours will be from 11:30 a.m. to 3:30 p.m. . . . On Christmas eve the shop will be open, from 9:30 a.m. to noon.

Trailers To Get New Look



Ballantine's over-the-road trailers will soon be wearing the attention-getting designs shown here. The new design will be on one side, the beer will be on the other. The eye-catching new look features the beer label colors of maroon, red, white and gold, and the ale label colors of olive green, red, white and gold. The tractors will be painted gold.

Snow Emergency Plans Announced

If a winter snow storm necessitates the closing of our plant, radio station WNEW in New York will broadcast the fact every hour on the half hour. WNEW is located at 1130 on the AM dial and 102.7, FM.

The plans to utilize radio broadcasts were announced this week in the annual notice of winter emergency procedures. In addition to the radio broadcasts, the same emergency procedures in effect in

previous years will again be used. They are:

- 1) Officials of the local unions will be advised by the Industrial Relations Department of the decision to close down.
- 2) Employees will be called by their respective departments and told not to report for work. This will supplement the radio reports.
- 3) If an employee has not been contacted and is uncertain as to whether the plant will operate, he

can obtain this information by calling the absentee reporting desk, Mi 3-3131. Salaried employees should call their immediate supervisor.

Employees can do their part in assisting quick snow removal from brewery property by not blocking the entrances to the parking lots in time of emergency, and by keeping their vehicles out of areas to be cleared by snow removal equipment.

FIDELITY UNION MURAL HONORS BALLANTINE

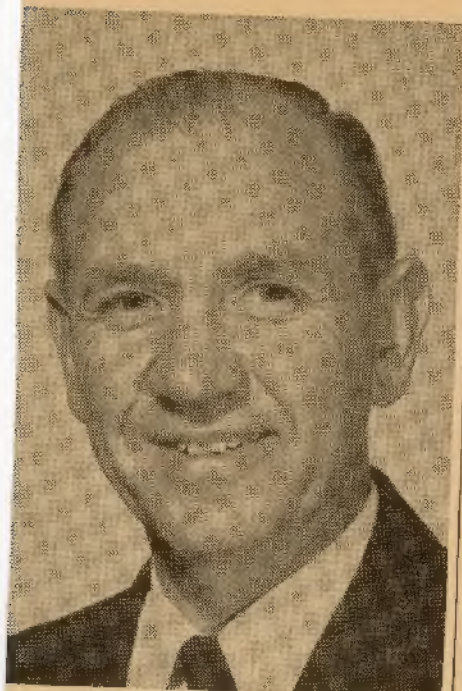


A ten feet high, thirty-two feet wide mural honoring Ballantine, highlights the modernization of facilities at the Equitable Branch office of the Fidelity Union Trust Company, located near the Brewery. The mural was painted on the rear wall of the bank office, during a two week period, by Scotch Plains artist Theodore "Dick" DeGroot. An information sheet distributed by the bank explains, "The beautiful mural honors a respected industry of long standing in this section

of the Ironbound. "The scene is a combination of historical fact and artist's imagination, set in the late 1800's. The name, P. Ballantine & Sons Malt House, is on the largest of the buildings in the approximate center. It was rebuilt in 1872 to meet the requirements of the rapidly developing ale business. To the right is the Elevator which was described as 'a modern and model structure, built in 1896 to replace the original elevator, which was destroyed by fire

the previous year.' "The river boats, particularly the old side-wheeler, are typical of the era. The houses are also representative of the time. The hills to the right of the Ballantine building are said to depict the rising terrain in the area west of the present Court House. At the extreme right there is a portion of Hudson County, with the horse and wagon lending a peaceful, agricultural touch as a contrast to the industrial hum on the other side of the river."

Call Him



John Lapp

Is there a sales tip you'd like to pass on to someone here at the Brewery? Have you heard any interesting comments about Ballantine and our new packages from your neighbors, relatives and friends? Do you have any marketing suggestions for your community that you'd like to talk to someone about? The man to talk to in each case is John Lapp on extension 673. John, who works in New Jersey Local Sales, will be happy to listen and follow through on your conversations with him.

NEW ARRIVALS

Mr. and Mrs. Carl Moore announce the birth of a son, Carl Fitzgerald, in New York Hospital, N.Y.C. The new arrival weighed seven pounds, two ounces. Dad is a N.Y.C. Merchandising Representative.

Mr. and Mrs. James Kearns announce the birth of a daughter, Colleen Ruth, in Syracuse General Hospital, Syracuse, N.Y. The new arrival weighed six pounds, nine ounces. She joins two brothers and a sister in the Kearns household. Dad works at the Albany Branch.

Mr. and Mrs. Robert Berry announce the birth of a daughter,

Chorus To Sing In Yule Concert

On Tuesday evening, December 15, the combined choruses of Ballantine; Hyatt Bearings-Division of General Motors Corporation; Mutual Benefit Life Insurance Company; New Jersey Bell Telephone; Prudential Insurance Company; and Public Service Electric and Gas Company, will present a Christmas concert for the benefit of the Newark News Christmas Fund.

The concert will be held in the Prudential Plaza Assembly Hall, 745 Broad Street, Newark.

The chorus of 180 voices will have as guest soloists: Lucia Evangelista, (Mrs. Jerome Hines), lyric soprano; and John Peck, baritone.

The combined chorus will be conducted by five choral directors including Jack Platt of Ballantine. The groups will sing selections by

Handel, Bach, Gounod, Mozart, Berlioz, and others, and will join with the audience in singing traditional Christmas carols.

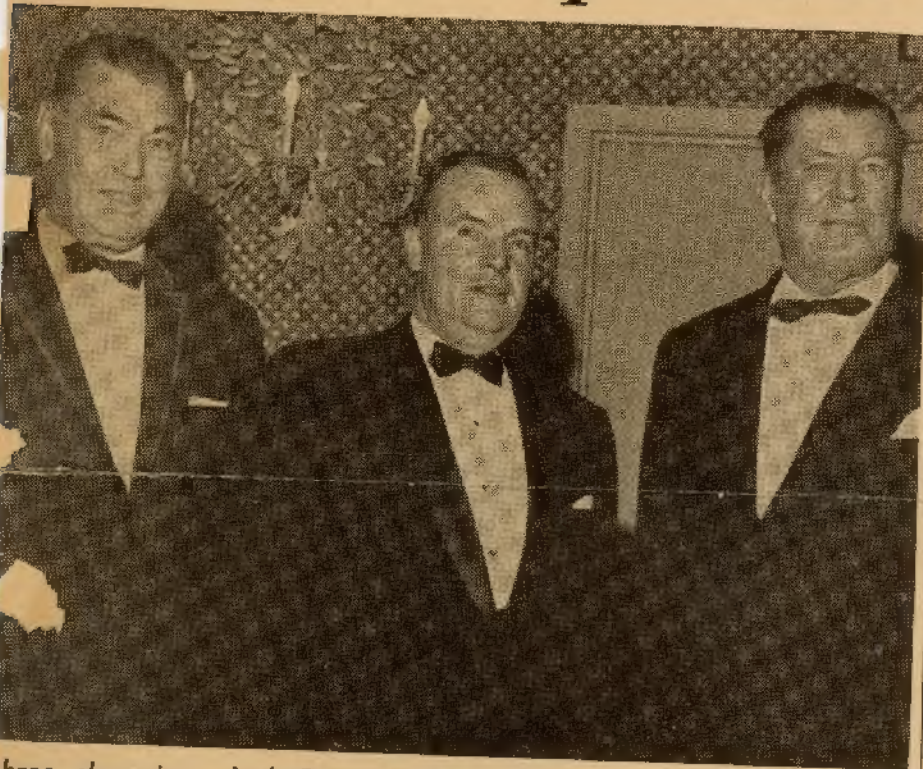
Last year the combined choruses contributed \$1,145.50 to the Newark News Christmas Fund.

Two Other Appearances

In addition to its appearance on December 15, the Ballantine Chorus also has two other Christmas season dates. The group will sing carols in the Cafeteria on Friday, December 18, and will be heard on a half-hour radio program on Christmas Day.

The radio show will be over WVNJ, Newark, both A.M. and P.M., and will run from noon to 12:30 p.m.

Championship Honor



Three champions—Jack Dempsey, Gene Tunney, and Ballantine, were honored at the recent People-to-People Sports Dinner of Champions in New York City. The achievements of Dempsey and Tunney are already legendary. Ballantine was singled out for praise for championing the cause of the Gaelic Athletic Association Football team's recent around the world tour. Besides the honor accorded by the People-to-People sports group, Ballantine received an additional tribute in the form of a laudatory citation signed by Mayor Wagner of New York City. President John E. Farrell, shown with Dempsey, left, and Tunney, right, accepted the citation for the Company. The People-to-People Sports Committee was created by President Dwight D. Eisenhower, continued by President John F. Kennedy, and currently has President Lyndon B. Johnson as Honorary Chairman.

Two Named To Fill New Posts



Baumann



Stevens

ordinating the employment and training of marketing personnel.

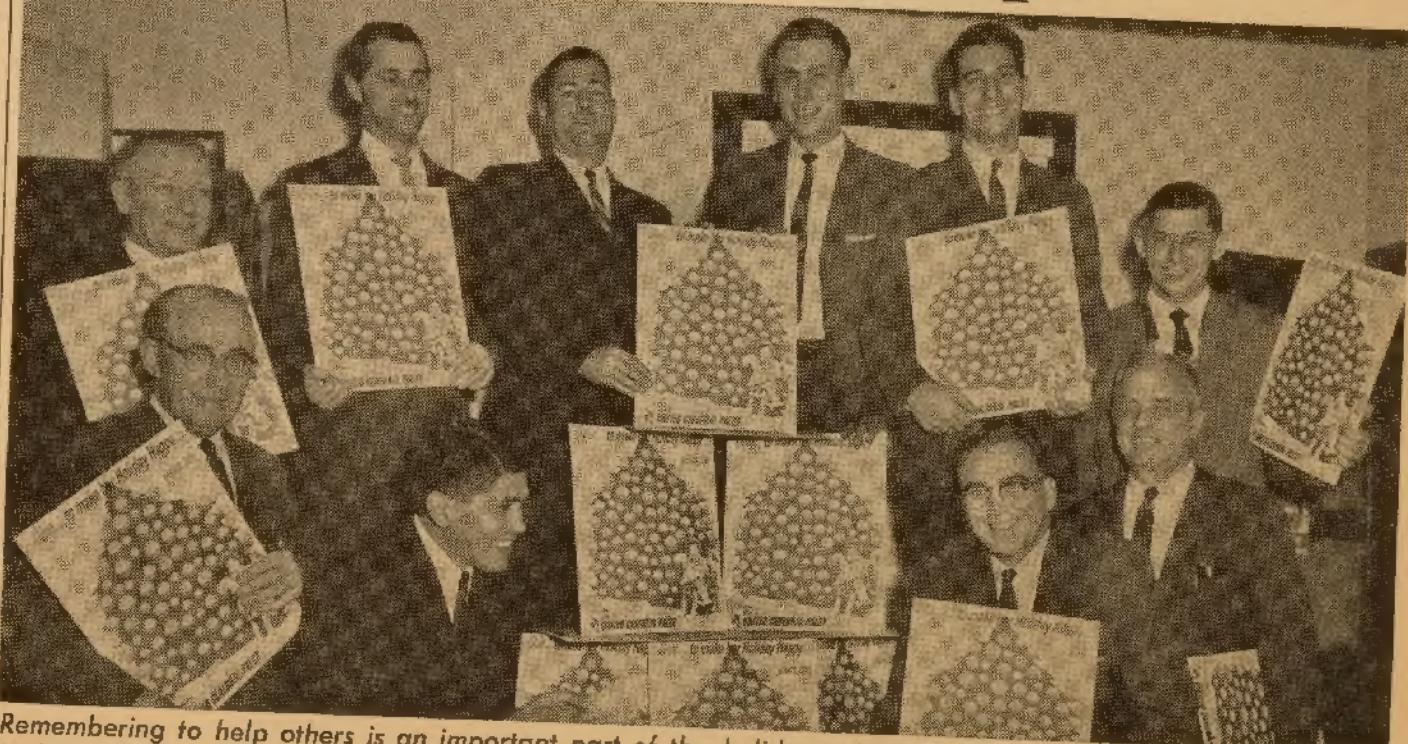
Mr. Baumann joins Ballantine after a number of years with Procter and Gamble, lastly as the firm's Brooklyn Unit Sales Manager. He is a graduate of Cathedral College, Brooklyn. Married, he lives in Brooklyn with his wife, Regina, and their five children.

Mr. Stevens was named Supervisor of Market Planning within the Marketing Planning Division. He will be responsible for analyzing and planning programs for established and new markets.

Mr. Stevens joins Ballantine from American Can Company. He held a number of posts there, the most recent being Manager of Business Research and Analysis. Mr. Stevens is a graduate of the University of Wisconsin. Married, he lives with his wife, Barbara, in Totowa Boro, N.J.

joins a brother and a sister in the Berry household. Dad works in Engineering.

In The Holiday Spirit



Remembering to help others is an important part of the holiday spirit. Our Fairfield, Connecticut sales staff is doing its share by distributing 1,700 coin poster cards in cooperation with the United Cerebral Palsy Fund Drive in Fairfield County. Those Christmas tree "balls" on the posters are actually coin slots. Former welterweight and middleweight contender Chico Vejar, who fought with the top men in both divisions, is chairman. In front row are Tim McAuliffe, Vejar, Branch Manager John Higgins and Ralph Klein. In back row are John Bacher, Louis Arthur, William Mahon, Charles Wypy, Ralph Monaco and Richard Murray. Missing from photo are Pat Fortuna and John Sanderson.

CLOSE TO HOME

It is with sincere regret we report the death of the following employees in the last few weeks:

William Vogler, Pensioner. Bill, a member of the Quarter Century Club, started his career in March 1934. He was a Yardman before his retirement in December, 1961. Bill lived at 73 Durant Place, Irvington.

Addison Jacobus, Bottling Supervisor. Addison, a member of the Quarter Century Club, started his career in August, 1934. His brother-in-law, Irwin, is a Bottler. Addison lived at 128 Hawthorne Avenue, Nutley.

George Fenderson, Pensioner. George started his career in July, 1935 and joined the Quarter Century Club in 1960. Before his retirement in September, 1963, he was a Bottle Driver. George lived at 9 Locust Drive, Cranford.

Bob Wambach, Pensioner. Ja-

cob started his career in June, 1933 and joined the Quarter Century Club in 1958. He was a Guard before his retirement in June, 1963. Jacob lived at 532 Linden Avenue, Rahway.

Thomas W. McCoy, Pensioner. Tom joined Ballantine in January, 1946 and retired in June of this year. Prior to his retirement he worked at the Albany Branch. Tom lived at 66 Dana Avenue, Albany.

John F. Cullen, Pensioner. John joined Ballantine in July, 1943. He was a Yardman prior to his retirement in September of last year. John lived at 40 Hawkins Street, Newark.

Joseph Pellicchia, Pensioner. Joe started his career in April, 1935 and was a Bottler before his retirement in December, 1958. He lived at 201 Summer Avenue, Newark.

Henry Seidof, Pensioner. Henry joined Ballantine in May, 1943 and was a Bottler before his retirement in May of this year. He lived at 1388 Winslow Avenue, Union.

\$45,547 Raised In Fund Drive For Charities

With some final returns still to be tallied, contributions to the once-a-year Three Ring Charities Fund Drive have already reached an impressive \$45,547.

That total was reported to Three Rings Newspaper this week by chairman Rudy Munz. He said, "It's a pleasure to report another successful drive. As they have done many times in the past our co-workers answered the annual appeal generously. They can be proud of their

record of assistance to the more than 70 charitable, health and welfare agencies which benefit from their contributions."

The Three Ring Charities Drive is affiliated with the United Appeals campaign of Newark, Irvington, Belleville and West Hudson. The drive started here at the Brewery in October.

Ballantine is one of the perennial leaders in the Industry-Labor Division of the United Appeals campaign.

TOP BLOOD DONORS HONORED

(Continued from Page 1)

—all donated by Ballantine employees. One of the donors was Andy Knapp and Claude's mother took the occasion to personally thank him for his contribution.

In short remarks, Medical Director Dr. Goodman expressed his appreciation to Ballantine and the donors for their important participation in the blood bank program.

Vice President Dr. Haller told those assembled, "The several hundred pints of blood contributed by this small group has undoubtedly helped save many lives. It is gratifying to note that not only have the modern facilities of the Essex County Blood Bank been donated by the Ballantine Company, but that you dedicated employees of the Company have given so much of yourselves to help others less fortunate. While there are several thousand other members of the gallon and over club, none have shown more enthusiasm and devotion to the Blood Bank than this group."

Dr. Haller also referred to the open heart surgery on little Claude Vallillo. She said, "In February of

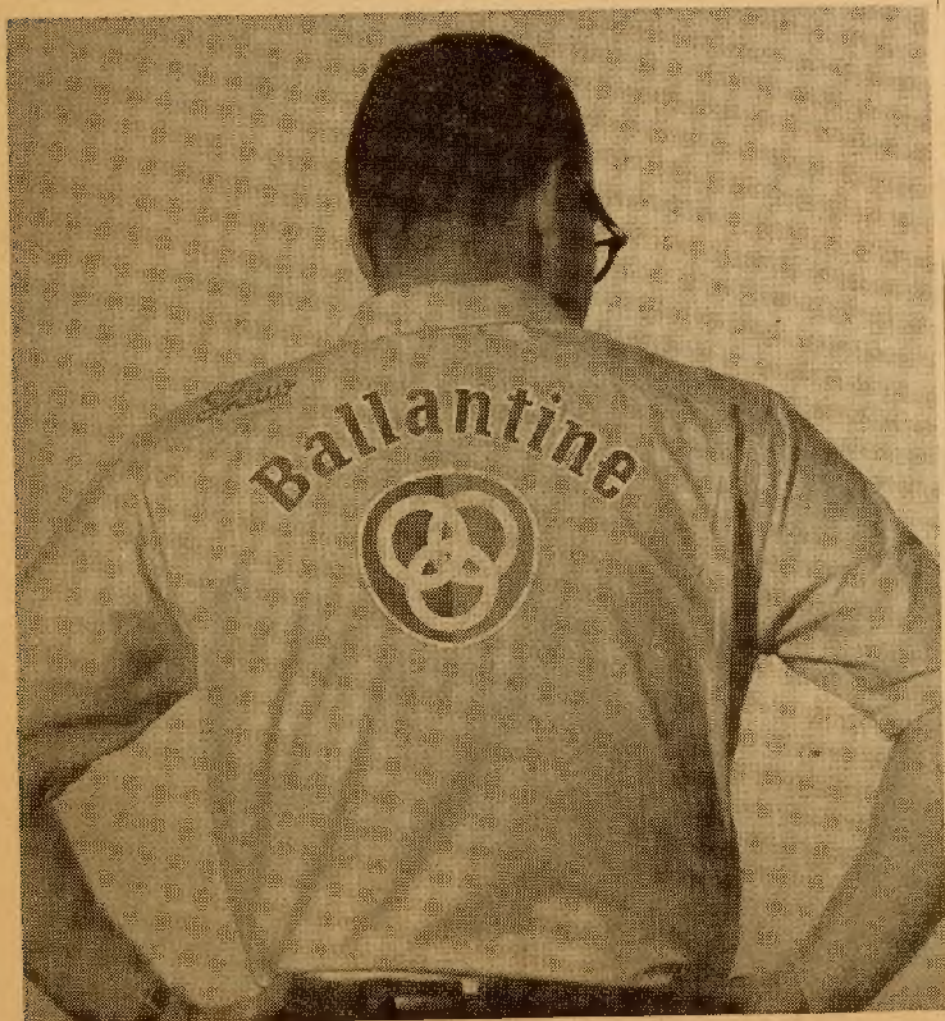
this year, 15 Ballantine men gave blood for this little youngster whose life depended on the success of this operation. It is a pleasure to have him with us today. He is not only alive and well, but active and like every other nine-year-old boy."

Mr. Farrell told the group, "Actions speak louder than words. Your actions speak louder than anything I could say. I can think of nothing greater a person can do for his fellow man than to give blood. I'm proud of you and I'm proud to be one of your fellow employees."

The three-gallon and two-gallon club members were also presented Ballantine 'noggins.' The presentations were made by Howard E. Grigg, Director of Industrial Relations. Assisting Mr. Grigg were Personnel Manager Ludwig E. Schueler, and Cameron Shaw of Personnel, who supervises the employee blood bank program.

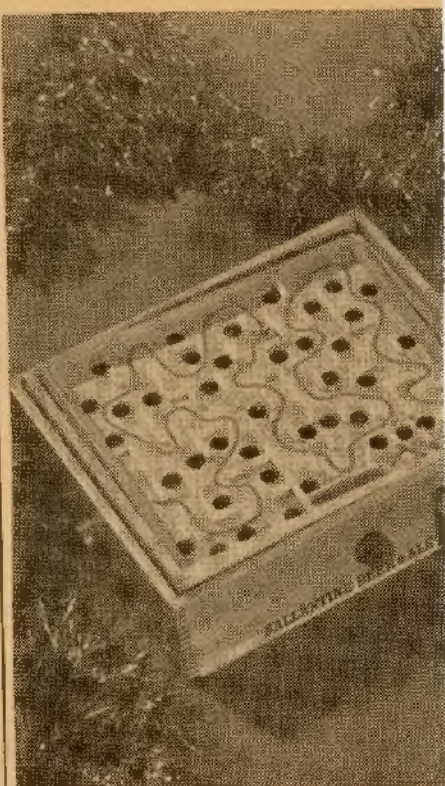
In addition to those honored at the luncheon ceremonies, the Ballantine employees' blood bank also numbers 160 other employees in the one-gallon club.

New Bowling Shirts



Ballantine Men's League bowlers will be presented new, specially-designed, bowling shirts soon after the start of the new year. The golden-hued shirts will carry each bowler's name, shoulder high, on the back. First names or "nicknames" will be embroidered on the front, above the left hand pocket. The Ballantine trademark is in the beer label colors of maroon and gold. The Ballantine lettering is maroon.

Add Fun



Hours of fun are in store for the perfect for holiday gift giving, or for your own use, they're available now at the Three Ring Shop at special employee discount prices. Pictured are the "Maze" (\$6.50); the "Bally Hi," (\$4.75); the "Clapper," (\$4.99); and the "Poker Dice" set, (\$4.95). Get yours while the supply lasts.

INDUSTRY NEWS

Not In Plans

Under a five column sub-headline, "Liquor Industry Excluded From Plans For Excise Tax Cut," the trade publication "Observer" told its readers last month:

"President Johnson revealed last week that he is recommending the end of a group of Federal excise taxes including so-called luxury taxes on cosmetics, toilet goods, jewelry, furs, etc. Also under discussion, it was indicated, were possible reductions in other excise levies, but excises on alcoholic beverages were not included in the tax reduction plans."

Malt beverage excise taxes have a way of starting out as "temporary." The last \$1.00 per barrel increase, for example, was first levied as a three year "temporary" revenue measure in 1951. Since 1954 Congress has annually prolonged the increase. The Federal excise rate on malt beverages is \$9.00 per barrel.

* * *

Tax Tally Up

Modern Brewery Age Newspaper reports that, "United States Government Department of Internal Revenue figures for the fiscal year ended June 30, 1964, indicate the total beer taxes collected were \$891,936,000 as opposed to \$830,855,000 in 1963. Taxes on domestic beer at \$9 per barrel came to \$882,083,000 in 1964 as compared to \$820,761,000. The taxes collected on imported beer amounted to \$5,230,000 in 1964 and \$4,651,000 in the fiscal year of 1963."

* * *

Imports Increase

A significant increase of 2,866,516 gallons in imported malt beverages for the nine month period ending September 30 has been reported by the National Association of Alcoholic Beverage Importers in Washington. From January 1 to September 30, 15,744,069 gallons had been imported. This is as against 12,877,553 gallons imported during the same period last year.

Honor Safe-Driving Leaders



Delivery Manager Joseph Harter congratulates and presents pins and safe-driving cards to trio of drivers who recently reached the 27-year safe-driving mark. The three, Walter Merklin, Frank Freibott and Russell Boutilllette, head a list of 1001 Ballantine men who finished the year from October 1, 1963 to the end of last September without a chargeable accident.

MARRIED

Diane Della Torre, Credit, was married to Michael G. Moccio on October 24 at a ceremony in Maplewood.

Walter R. Whalen, Accounting, was married on November 21 to

Miriam Ann Bilz at a ceremony in Passaic.

Joseph J. Rudolph, Bottling, was married on November 5 to Irene Kazary at a ceremony in Union.

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33